



CSFA

CALIFORNIA SCHOOL OF FINE ARTS • 1946-47

DESIGN FOR COMMERCE AND INDUSTRY

This department offers comprehensive and specialized training in advertising art, illustration, packaging, product development (industrial design), and allied activities. Courses here, combined with certain others in other departments of the school, prepare the student for professional practice.

DAY SCHOOL

31 • ADVERTISING ART A Primary considerations of design of newspaper, magazine and direct mail advertising. Execution of comprehensive layouts. Experimentation with various mediums in drawing for reproduction. Brief study of production methods, typography, printing and engraving processes. Prerequisites: 1 Associated Arts Workshop or 6 Space Organization; 8 Color Control; 9 Drawing and Composition; 10 Precision Drawing. M W F 9-12.

Conducted by Milton Cavagnaro

32 • ADVERTISING ART B Covers the broad field ranging from comprehensive layouts to finished drawings for reproduction in the following mediums: pen and ink, brush and ink, scratch-board, chalk, litho crayon, watercolor, tempera, airbrush, etc. All problems are carried out in terms of production requirements. Prerequisites: 31 Advertising Art A; 33 Lettering A. M W F 9-12.

Conducted by Milton Cavagnaro

33 • LETTERING A Basic construction of individual letter forms. Elements of letter spacing. Preliminary consideration of lettering in relation to advertising art. T Th 9-12.

Conducted by Harry Klink

34 • LETTERING B Further design and construction of letter forms, spacing and balance. Comparison of type faces and hand lettering in advertising art, book design and packaging. Lettering for reproduction. Prerequisite: 33 Lettering A. T Th 9-12.

Conducted by Harry Klink

35 • MECHANICAL DRAWING Fundamentals of drafting, blueprint reading. The drawing of structures and three-dimensional objects in plan, section and elevation. Prerequisite to packaging, product development and allied activities. T Th 1-4.

Conducted by Phoebe Brown

36 • MERCHANDISING Advertising demands considered as the central conditioning factor of all advertising art. Available in the spring term.

37 • DESIGN DEVELOPMENT Exploration of the potentialities of design to stimulate imaginative handling of layout, book design, packaging and product development. Creative manipulation and control of space, color, line, shape and texture. Aimed at overcoming habits of visualizing formed by merely current design fashions; leads the student to regard the subject as a developing and changing form with a future. Considered as an essential background to other courses which are concerned with the execution of finished pieces of commercial art for use. Prerequisites: 32 Advertising Art B; 34 Lettering B. M W F 9-12. Available in the spring term.

Conducted by Milton Cavagnaro

38 • INDUSTRIAL DESIGN A • PACKAGING Consumer goods container, package, and label design; based on analysis of competitive products, study of consumer psychology, and the relation of package design to distributive merchandising practices. Prerequisites: 32 Advertising Art B; 34 Lettering B; 35 Mechanical Drawing. T Th 9-12. Available in the spring term.

Conducted by Walter Landor

39 • INDUSTRIAL DESIGN B • PRODUCT DEVELOPMENT Design development of machine-produced articles. Study of manufacturing processes and material properties of wood, metals, plastics. Critical evaluation of the functional merit of products in current use. Prerequisite: 38 Industrial Design A—Packaging. Available in the year 1947-48.

Conducted by Walter Landor

40 • TYPOGRAPHY Available in the spring term.

41 • ILLUSTRATION Covers field from advertising and magazine work to fine book illustration. Black and white, color. Analysis of the illustrator's methods, mediums, and problems of reproduction. Prerequisites: 9 Drawing and Composition; 10 Precision Drawing; 13 Life Sketch; 14 Anatomy; 31 Advertising Art A. T Th 1-4.

Conducted by Paul Q. Forster

42 • TEXTILE DESIGN Designs created in color to accord with professional production methods. Trains designers for the field of commercially printed textiles. Prerequisites: 8 Color Control; 9 Drawing and Composition; 10 Precision Drawing. T Th 1-4 (Th studio period).

Conducted by Dorr Bothwell

43 • WALL DECORATION Mural design for commercial purposes. Wall decoration considered as a unit within an interior scheme of places ranging from restaurants to stores. Covers elementary blueprint reading, methods of preparing working drawings, estimating costs, merchandising, and the execution of the final work in commercially prepared paints. Prerequisites: 8 Color Control; 9 Drawing and Composition; 10 Precision Drawing. T Th 9-12.

Conducted by Dorr Bothwell

44 • CERAMICS Methods of pottery construction by means of wheel and mould. Kiln stacking, firing and glaze making. Consideration of design for mass production. Experimentation with new materials. M W F 9-12.

Conducted by Whitney Atchley

EXPLANATION OF SYMBOLS: Letters M T W Th F refer to days of the week. Numerals 9-12, 1-4, 7-10 refer to the hours of the class period. Studio Period—Classes so marked are not under direct supervision. Fees—See attached list.

EVENING SCHOOL

H • CERAMICS The shaping of pottery by wheel and mould. Kiln stacking, glaze making and firing. Experimentation with new materials. M W 7-10.

Conducted by Whitney Atchley

I • CERAMICS Throwing forms on the potter's wheel. The making of glazes and firing procedures. The conditioning factors of various materials. F 7-10.

Conducted by F. Carlton Ball

J • ADVERTISING ART Current techniques in advertising art. Design, lettering, type specifications, color, illustration. Analysis of styling today and future prospects. A general course. M W F 7-10.

Conducted by Warren Zimmer

K • JEWELRY DESIGN Creative design and execution of jewelry in silver. Includes repoussé, chasing, soldering, polishing and simple stone settings. W F 7-10.

Conducted by Franz Bergmann

NOTE: Courses are planned in accordance with the special interests of each student. They are selected with appropriate balance from the resources of four departments: Orientation; Design for Commerce and Industry; Painting, Sculpture, Graphic Arts; Photography. Full courses under this program take six terms—three school years—with an optional fourth year of post-graduate studies. (Part-time courses are available in some day classes, and in all night classes.) Separate folders, listing the courses offered by each department, are available on request.

CALIFORNIA SCHOOL OF FINE ARTS

800 CHESTNUT STREET • SAN FRANCISCO 11 • TELEPHONE ORDWAY 2640

Douglas MacAgy, Director

Affiliated with the University of California. Maintained by the San Francisco Art Association. Approved by State of California and Veterans Administration for educational purposes under public laws No. 16 and No. 346.

CALIFORNIA SCHOOL OF FINE ARTS
800 Chestnut Street • San Francisco 11, California

Please send an application blank to:

Name..... Phone.....

Address..... Age (if under 21).....

I am.....am not.....a beginner

I have had the following art training (please include high school and/or college experience):

I do.....do not.....plan to take the full three-year course.

I am.....am not.....planning to attend under the G.I. Bill of Rights.

I am primarily interested in: Painting....., Sculpture....., Ceramics....., Design for Commerce & Industry....., Advertising Art....., Photography.....

On the basis of the above information, the School will send you a schedule of courses designed to meet your interests.
Since all classes are limited, your prompt application is advised.

Folder Design by Milton Cavagnaro



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